FEDERATION INTERNATIONALE DE L'AUTOMOBILE

Brand Identity Guidelines

v. 03 Updated Nov 2014

Foreword

"Over 100 years old, the FIA name is one that inspires confidence, authority and integrity. As the Federation and its over 230 motoring and Motor Sport clubs worldwide have adapted and grown to meet the challenges of the 21st Century, so has the FIA brand. This document outlines the key rules governing its consistent and proper use, and I hope will allow it to continue its ongoing development as a proud and respected brand for many years to come."

Jean Todt, FIA President

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#1 Welcome

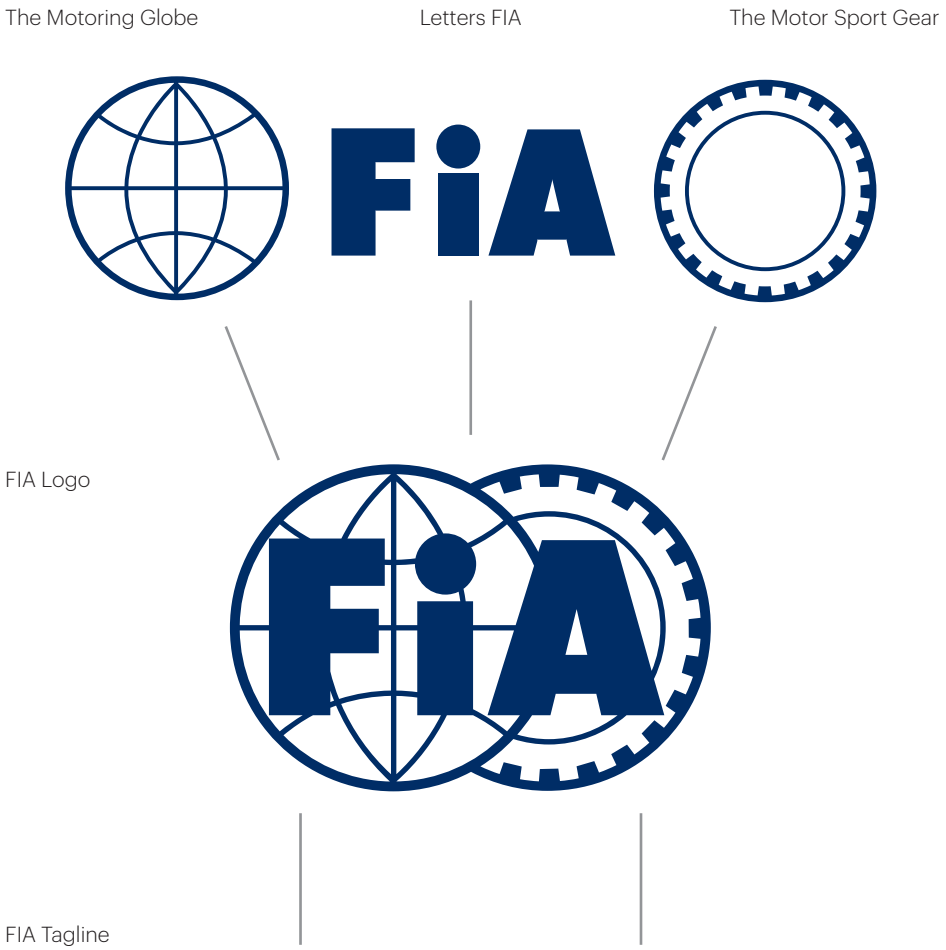
These guidelines outline the elements which make up the FIA brand. They include all rules to create online, print and event communications. This will guide you in designing and producing high quality documents. The strict application of these brand guidelines will ensure brand consistency of the highest standard, all of which will benefit the FIA and its members as a whole. Due to the potential extensive use of the FIA brand guidelines, all applications such as language translations could not be presented. If in doubt, please contact the FIA for clarification.

The FIA Logo is created out of two sphere elements: a world globe representing motoring and the FIA Automobile Member Clubs, and a motor engine cog, which represents Motor Sport and the National Sporting Associations (ASNs).

Both spheres overlap, with the letters FIA, acronym of Federation Internationale Automobile, written across, symbolising the unity of the FIA across the world of motoring and Motor Sport.

The upper case letters 'F' and 'A' show the authority of the FIA, whilst the characteristic lower case 'i' gives the logo an element of personality.

The FIA tagline 'A World in Motion' brings together both the globe and the movement of a gear into one line that sums up the mission of our brand.



Throughout FIA collateral and campaigns, the FIA brand is strengthened by the use of several derivatives expressing the attributes of the FIA.

A WORLD IN MOTION

EXCELLENCE IN MOTION

IDEAS IN MOTION

ACTION IN MOTION

PASSION IN MOTION

SAFETY IN MOTION

HISTORY IN MOTION

Our Mission

"To be seen as a professional and caring Global Federation driving innovation, passion, sustainability, safety and governance in motoring and Motor Sport. To be the Global Voice for a World in Motion."

#2 FIA Master Logo

The FIA Logo serves as a graphical representation of the Federation's leadership, innovation, and excellence. It is crucial that the FIA Logo is displayed in a consistent manner on all FIA materials.

This is the FIA Master Logo. It is the unique and distinctive brand signal of the FIA.

The blue FIA Master Logo is the primary logo that should be used in most instances. It is shown here in positive and negative formats.

The following guidelines outline the rules for how the FIA Logo should be best used to ensure brand consistency.

Positive Logo

Negative Logo

In some situations the FIA Logo is used alongside the name ‘FEDERATION INTERNATIONALE DE L’AUTOMOBILE’. It can be used in either the stacked or horizontal format arrangement. However, the horizontal format is preferred and should be followed as best practice where it is possible.

Horizontal Logotype

Stacked Logotype

For print, the FIA Logo has been designed to reproduce at a minimum height of 10 mm.

For digital media, the minimum size of the logo is 35 pixels high, however it should be used larger than this where possible.

There is no maximum reproduction size of the logo in print and the logo can be used at large sizes in the form of a supergraphic. The use of a supergraphic can increase the impact of the FIA Master Logo but used poorly can also dramatically weaken the brand.

Therefore every single use of a supergraphic must be approved on a case by case basis by the FIA.

Print Minimum Size

10 mm

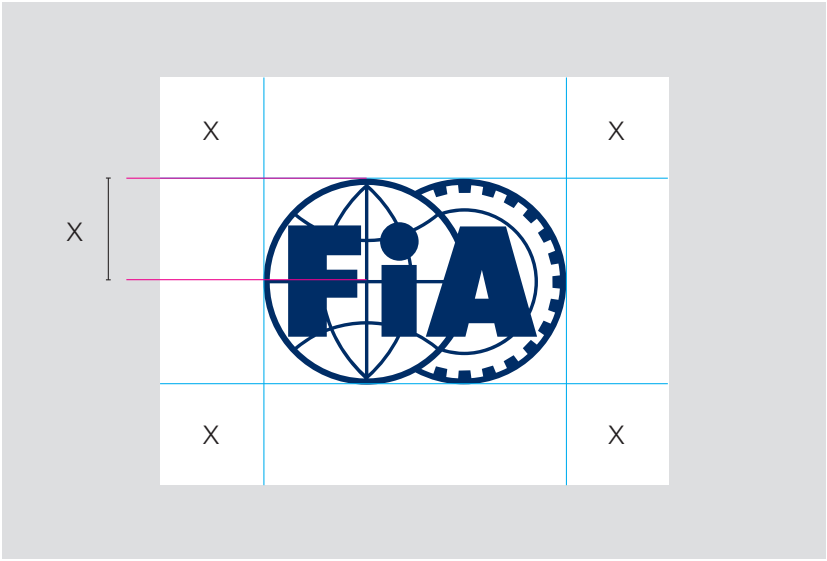
Digital Media Minimum Size

35 px

The FIA Logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using half the height of the logo, which is referred to as x. A margin of clear space equivalent to x is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased where possible.



There are recommended sizes for the FIA Logo on standard paper sizes. There is also a guide to the minimum margin size which ensures the logo is positioned with sufficient space from the edge of a page.

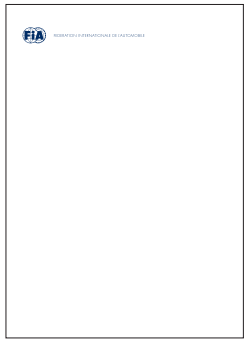
A3 Portrait
Logo height: 18 mm
Font size: 12pt

A4 Portrait
Logo height: 13 mm
Font size: 9pt

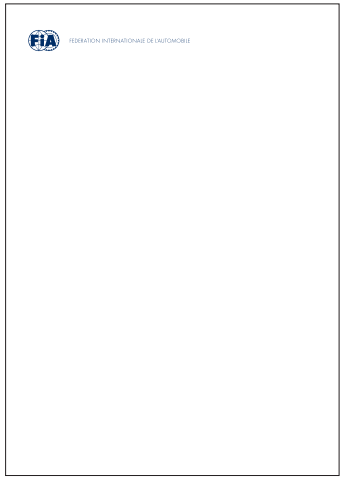
A5 Portrait
Logo height: 10 mm
Font size: 7pt

210 mm Squared
Logo height: 13 mm
Font size: 9pt

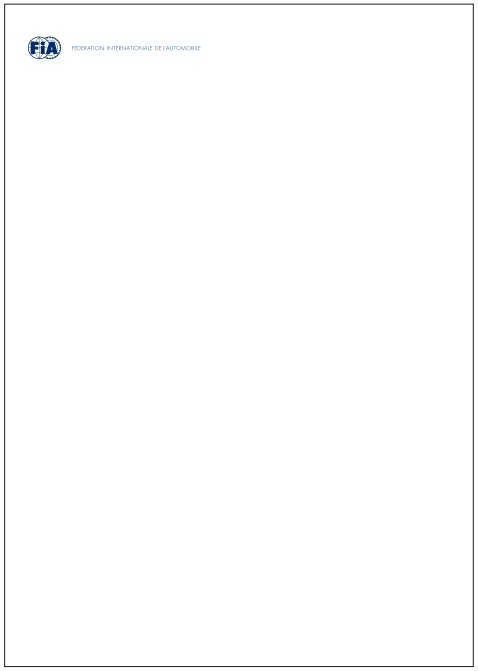
210 mm Squared



A5 Portrait

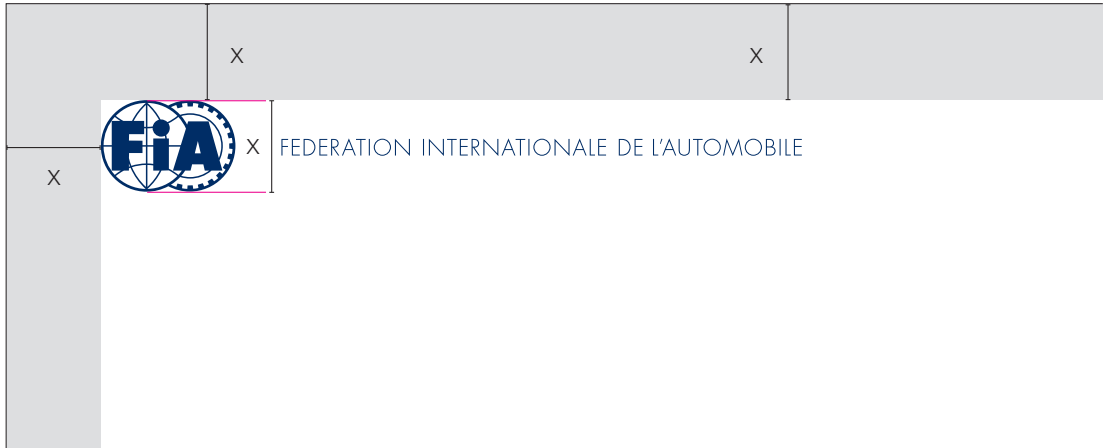


A4 Portrait



A3 Portrait

Minimum width of margins when icon used with horizontal name



For certain exclusive projects, the FIA Gold Logo can be used. Wherever possible, it should be printed using a gold foil to achieve premium quality. If this is not possible, the gold pantone 872 should be used.

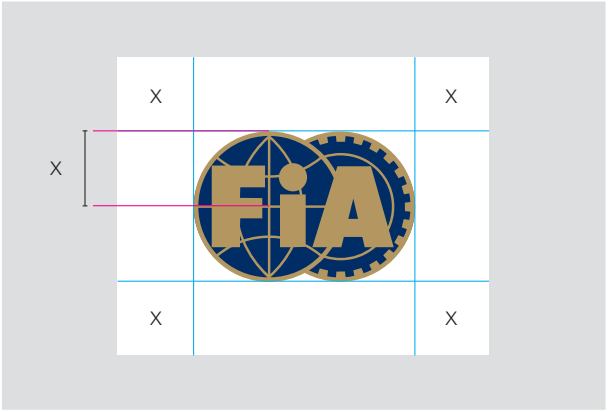
For special projects with a specific historic and heritage connection, the original FIA Gold & Blue Logo can be used.

All versions of the FIA Logo should follow the same isolation area guidelines and margin rules as the FIA Master Logo.

As these logos are reserved solely for special uses, they should only be used with the express agreement of the FIA.

Gold Logo

Gold & Blue Logo



The FIA Logo is presented here in monochrome, in positive and negative formats. However, the FIA Logo should only be used in black and white when colour printing is not available.

Positive Monochrome Logo

Negative Monochrome Logo

Poor use of the FIA Logo detracts from the professional nature of the FIA, weakening the core idea of the FIA as an authority. When using the FIA Logo, the following rules should be adhered to at all times.

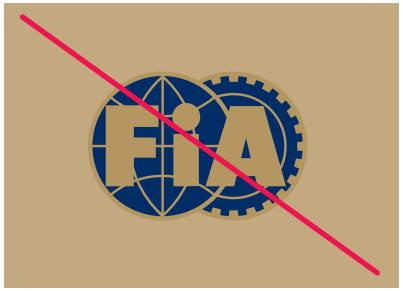
Distorted

The logotype should never be manipulated, stretched, distorted or cropped.

Amended

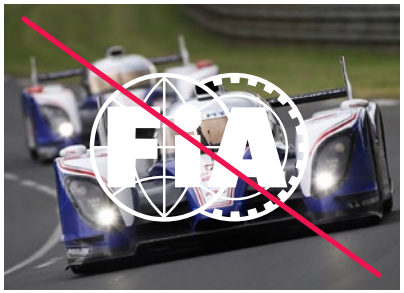
The relationship between the elements and FIA should never be changed.

Colour



Use the appropriate colour version of the logo for the background selected.

Imagery



Take care when placing the logo over an image. It should never obscure the focus of the picture.

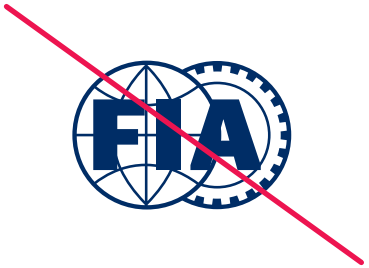
Logo Colour

The logo brand colours should not be switched in their position. The supplied logos should be used at all times.

Visual Effects

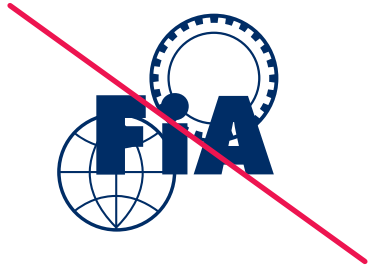
The logo should never have drop shadows or other graphic effects added.

Typography



The logo typography should never be altered or replaced. The supplied logos should be used at all times.

Altered



The logo should not be altered in any way. This includes spacing and icon arrangement.

#3 Colour

The FIA colour palette enhances the FIA's brand personality and visually distinguishes the FIA from other brands.

There are three master colours which are used for branding and backgrounds. There are also two secondary colours which are used for typography and supporting graphics.

Percentage tints to a minimum of 30% tint can be used in any of these colours where suitable.

The following colour proportion balance should be followed when using colours across FIA platforms.

White: 40%
Dark Blue: 30%
Silver: 20%
Bright Blue: 5%
Gold: 5%

Primary Colours

White	C0 M0 Y0 K0	R255 G255 B255
Pantone 295	C100 M70 Y0 K50	R0 G45 B95
Pantone 877	C0 M0 Y0 K30	R190 G190 B190

White
Intelligence / Legacy

Dark Blue
Authority / Confidence

Silver
Future / Innovation

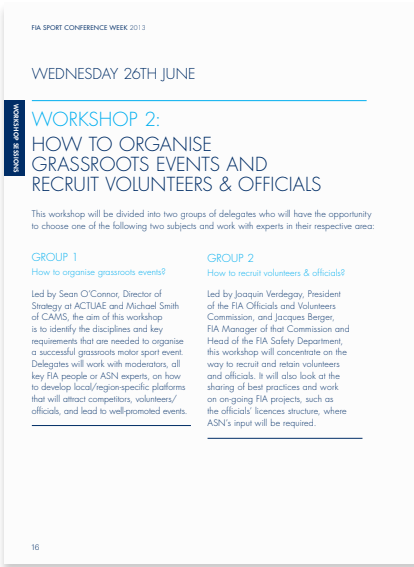
Secondary Colours

Pantone 298	C75 M5 Y5 K0	R0 G180 B225
Pantone 872	C10 M25 Y60 K25	R180 G150 B100

Bright Blue
Passion / Action

Gold
Excellence / Governance

These example spreads of a booklet produced for an FIA Event show how the main FIA colours of white, dark blue and bright blue can be used together.


FIA SPORT CONFERENCE WEEK 2013
WEDNESDAY 26TH JUNE
WORKSHOP SESSIONS
WORKSHOP 2:
HOW TO ORGANISE GRASSROOTS EVENTS AND RECRUIT VOLUNTEERS & OFFICIALS
This workshop will be divided into two groups of delegates who will have the opportunity to choose one of the following two subjects and work with experts in their respective area:
GROUP 1
How to organise grassroots events?
Led by Sean O'Connor, Director of Strategy at ACTUAE and Michael Smith of CAMS, the aim of this workshop is to identify the disciplines and key requirements that are needed to organise a successful grassroots motor sport event. Delegates will work with moderators, all key FIA people or ASN experts, on how to develop local/region-specific platforms that will attract competitors, volunteers/officials, and lead to well-promoted events.
GROUP 2
How to recruit volunteers & officials?
Led by Joaquin Verdegay, President of the FIA Officials and Volunteers Commission, and Jacques Berger, FIA Manager of that Commission and Head of the FIA Safety Department, this workshop will concentrate on the way to recruit and retain volunteers and officials. It will also look at the sharing of best practices and work on on-going FIA projects, such as the officials' licences structure, where ASN's input will be required.
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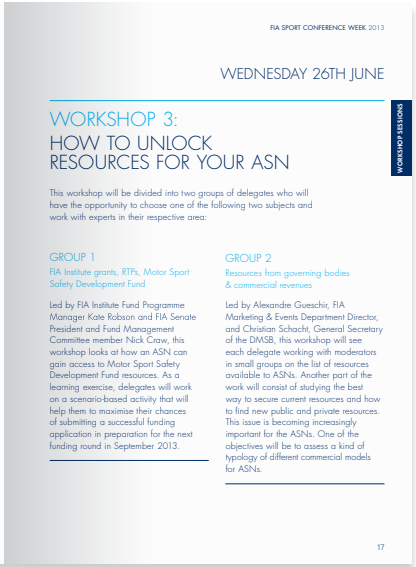
FIA SPORT CONFERENCE WEEK 2013
WEDNESDAY 26TH JUNE
WORKSHOP SESSIONS
WORKSHOP 3:
HOW TO UNLOCK RESOURCES FOR YOUR ASN
This workshop will be divided into two groups of delegates who will have the opportunity to choose one of the following two subjects and work with experts in their respective area:
GROUP 1
FIA Institute grants, RTPs, Motor Sport Safety Development Fund
Led by FIA Institute Fund Programme Manager Kate Robson and FIA Senate President and Fund Management Committee member Nick Craw, this workshop looks at how an ASN can gain access to Motor Sport Safety Development Fund resources. As a learning exercise, delegates will work on a scenario-based activity that will help them to maximise their chances of submitting a successful funding application in preparation for the next funding round in September 2013.
GROUP 2
Resources from governing bodies & commercial revenues
Led by Alexandre Gueschir, FIA Marketing & Events Department Director, and Christian Schacht, General Secretary of the DMSB, this workshop will see each delegate working with moderators in small groups on the list of resources available to ASNs. Another part of the work will consist of studying the best way to secure current resources and how to find new public and private resources. This issue is becoming increasingly important for the ASNs. One of the objectives will be to assess a kind of typology of different commercial models for ASNs.
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FIA SPORT CONFERENCE WEEK 2013
WORLD COUNCIL MEMBERS ATTENDING THE WORLD MOTOR SPORT COUNCIL MEETING AT GOODWOOD ON JUNE 28
ATTENDEES
TITULAR MEMBERS OF THE WORLD COUNCIL
Jean Todt President of the FIA
Graham Stoker Deputy President of the FIA (Sport)
Jose Abed (Mexico)
Mohamed Ben Sulayem (United Arab Emirates)
Shk Abdulla Bin Isa Khalifa CIK President
Michel Boéri (Monaco)
Morrie D. Chandler (New Zealand)
Garry Connelly (Australia)
François Cornelis President of the FIA Manufacturers' Commission
Nicolas Deschaux (France)
Stefano Domenicali Ferrari SpA
Bernard Ecclestone FOM President
Emerson Fittipaldi Drivers' Commission President
Carlos Gracia Fuentes (Spain)
Zrinko Gregurek (Croatia)
Victor Kiryanov (Russia)
Henry Krausz (Dominican Republic)
Vijay Mallya (India)
Hugo Mersan (Paraguay)
Radovan Novak (Czech Republic)
Angelo Stiachi Damiani (Italy)
Vicenzo Spano (Venezuela)
Teng Lip Tan (Singapore)
Surinder Thatthi (Tanzania)
Heping Wan (China)
40

These designs for the invitation for the Prize Giving event in 2013 illustrate how the gold FIA colour can be used as a highlight alongside the white and the dark and bright blue colours of the FIA colour palette to create a modern and sophisticated design.

FIA PRIZE GIVING
06 DECEMBER 2013
Mr. Jean Todt, President of the FIA, on behalf of the Senate and the World Councils, requests the pleasure of the company of
Ernesto Eduardo Dobarganes
in honour of the 2013 FIA Champions at la Cité du Cinéma, 20 rue Ampère, 93200 Saint-Denis, France.
The event will start at 19.00 hrs.
Black tie
Meeting point:
18.00 hrs in the lobby of the four partner hotels.
If you have made your own arrangements, please note that parking passes are compulsory and available upon request.
This invitation is strictly personal, please present it at your arrival
MICHELIN
PHILIPS
VOLKSWAGEN GROUP
ROLEX

#4 Typography

The use of a key selection of fonts for the FIA brand helps all FIA branded collateral have a consistent look and feel.

The primary font for the FIA is Futura Std. This page shows instructions of how to set the Futura font for the FIA.

The font Futura should be used at +20pt tracking set to optical for headlines and between 0 and +20pt for body copy. In some circumstances it may be necessary to adjust the spacing between individual characters manually.

Leading should be set to +30% rounded. So leading on 10pt type would be 13pt. Leading on 18pt type would be 23pt. Above 30pt type size, leading can be adjusted manually. The ascenders and descenders in the typeface should never touch.

I am Futura Std. I am the FIA primary font. I am stylish, unique and full of professional character. I should be used for headlines, sub-headings or body copy in Light or sometimes Book or Medium, and either in UPPERCASE or lowercase.

How to set the Futura Std font for the FIA

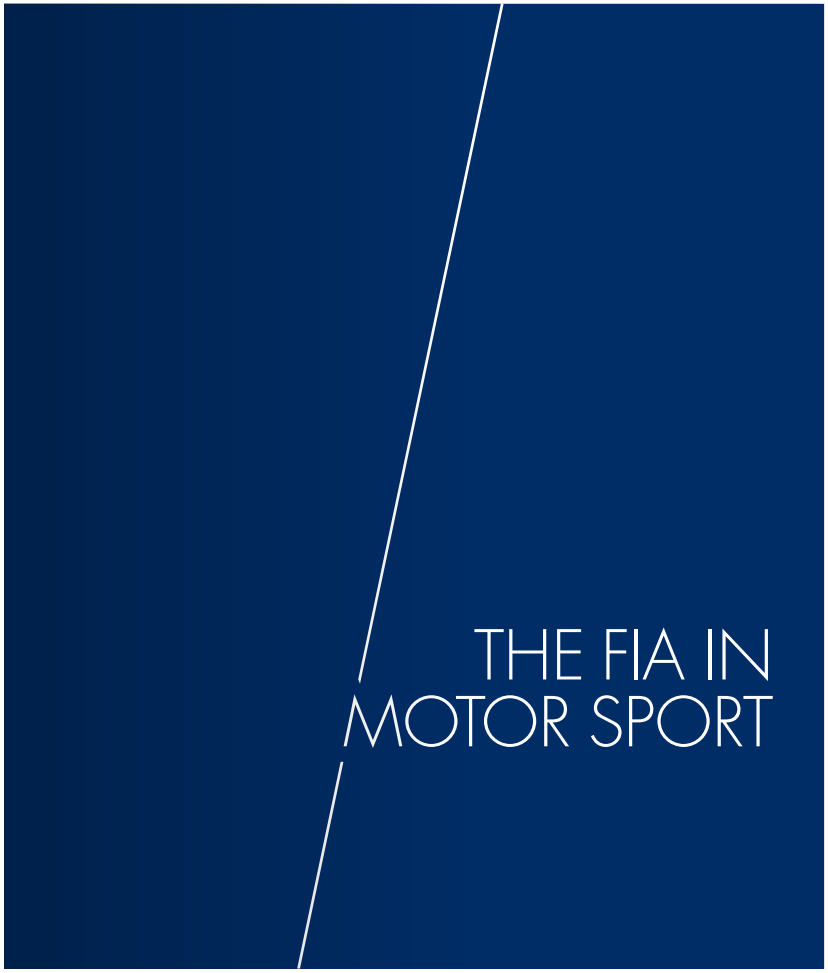
FUTURA LIGHT HEADLINES IN UPPERCASE

Futura Light Headlines in Sentence Case

Futura light body copy in sentence case. Arum aut inimus, nist est, ut ute poratec epudae cor suntius aperat odic te que molupta ssumque de in num eos sedi volorestius di soluptaspedi que pro veliqui dolorerore nos volest.

The FIA collateral shown here illustrates how the Futura Std font can be used for both headlines and sub-heads to create a consistent brand appearance.

Futura Std should be the primary font used for headlines and feature text on banners, brochures, website, signage, logos and stationery.



This page illustrates how Futura Std can be used as a body copy font on a selection of FIA collateral.

Futura Std is also used for body copy and larger sections of text on brochures and other varied collateral.

SAVING LIVES BY TAKING ACTION

Each year 1.3 million people are killed on the world's roads – a figure similar to half the population of the urban centre of Paris. Another 50 million are injured, many seriously. Most of these are aged 15-29, the future of our countries. Not only do these accidents bring great suffering but they also place a huge burden on hospitals and health systems worldwide. In a bid to tackle this growing global crisis, the Federation has launched FIA Action for Road Safety. This campaign, in support of the UN's Decade of Action for Road Safety, aims to save five million lives by 2020 by assisting member clubs across the globe in raising awareness on road safety issues, including pressing for better vehicles, better roads and improved road behaviour. Since its launch in May 2011, FIA Action for Road Safety has rapidly gained recognition from governments, the motor sport industry and FIA member organisations globally. The FIA believes it can make a difference and save lives.

FIA SPORT CONFERENCE WEEK 2013

PLENARY SESSIONS

THURSDAY 27TH JUNE

09.00 - 10.30

SAFETY AT THE HEART OF MOTOR SPORT

The latest developments in motor sport safety will be discussed and explained by leading experts in the field.

FIA Institute President Gérard Saillant will give a keynote statement on the importance of a multi-disciplinary approach to motor sport safety. He will be followed by Institute Research Consultant Andy Mellor who will give a presentation on the transferral of top-level safety benefits to grassroots championships.

FIA rally experts Michèle Mouton and Jarmo Mahonen will then discuss safety in rallying and FIA Safety Director Jacques Berger, safety in circuit. Also, FIA Technical Director Bernard Niclot, will talk about incorporating safety into technical regulations.

A further topic for discussion will include the safe systems approach (Driver, Vehicle, Circuit) and how this can be applied to

11.00 - 12.30

AN ACTION PLAN FOR THE ENVIRONMENT

UN Environment Programme representative Tore Johan Brevik will open the session with a discussion on the aspirational role of sport and how it can support environmental issues. FIA Deputy President for Sport Graham Stoker and FIA Deputy President for Sport Graham Stoker and FIA Institute Deputy President, Garry Connelly, who have been working together on formulating the FIA's strategy on environmental issues, will present their latest findings and thoughts on the way forward for motor sport in this area.

This will be followed by a panel discussion between environmental experts from motor racing teams and organisations, including McLaren, Williams, FIM and Michelin. They will discuss current challenges, such as:

- How to make sustainability as important an issue as safety
- Ensuring sound environmental management throughout the sport

The FIA Campaign font is Klavika. This page shows instructions of how to set the Klavika font for the FIA.

In general, the font Klavika should be used at -10pt tracking set to optical for body copy and 0pt tracking for headlines. In some circumstances it may be necessary to adjust the spacing between individual characters manually.

Leading should be set to +20% rounded. So leading on 10pt type would be 12pt. Leading on 18pt type would be 22pt. Above 30pt type size, leading can be adjusted manually. The ascenders and descenders in the typeface should never touch.

I am Klavika. I am the FIA Campaign font and am used to create bold, powerful and characterful designs and typography on FIA Action for Road Safety, FIA Action for Environment, FIA Race True and FIA Women In Motorsport collateral.

How to set the Klavika font for the FIA

THIS IS AN FIA CAMPAIGN HEADLINE IN KLAVIKA CAPS AT 0PT TRACKING

This is FIA Campaign body copy in Klavika lowercase at -10pt tracking assit Inume sam eossit faceatio. Iquibus, soluptate doloribusam evelesse pari quam vellestium assit everrum hil.

This page illustrates how Klavika should be used on a selection of FIA collateral.

Klavika should be used for headlines and copy on FIA Campaign collateral to get attention and give a young, modern feel.

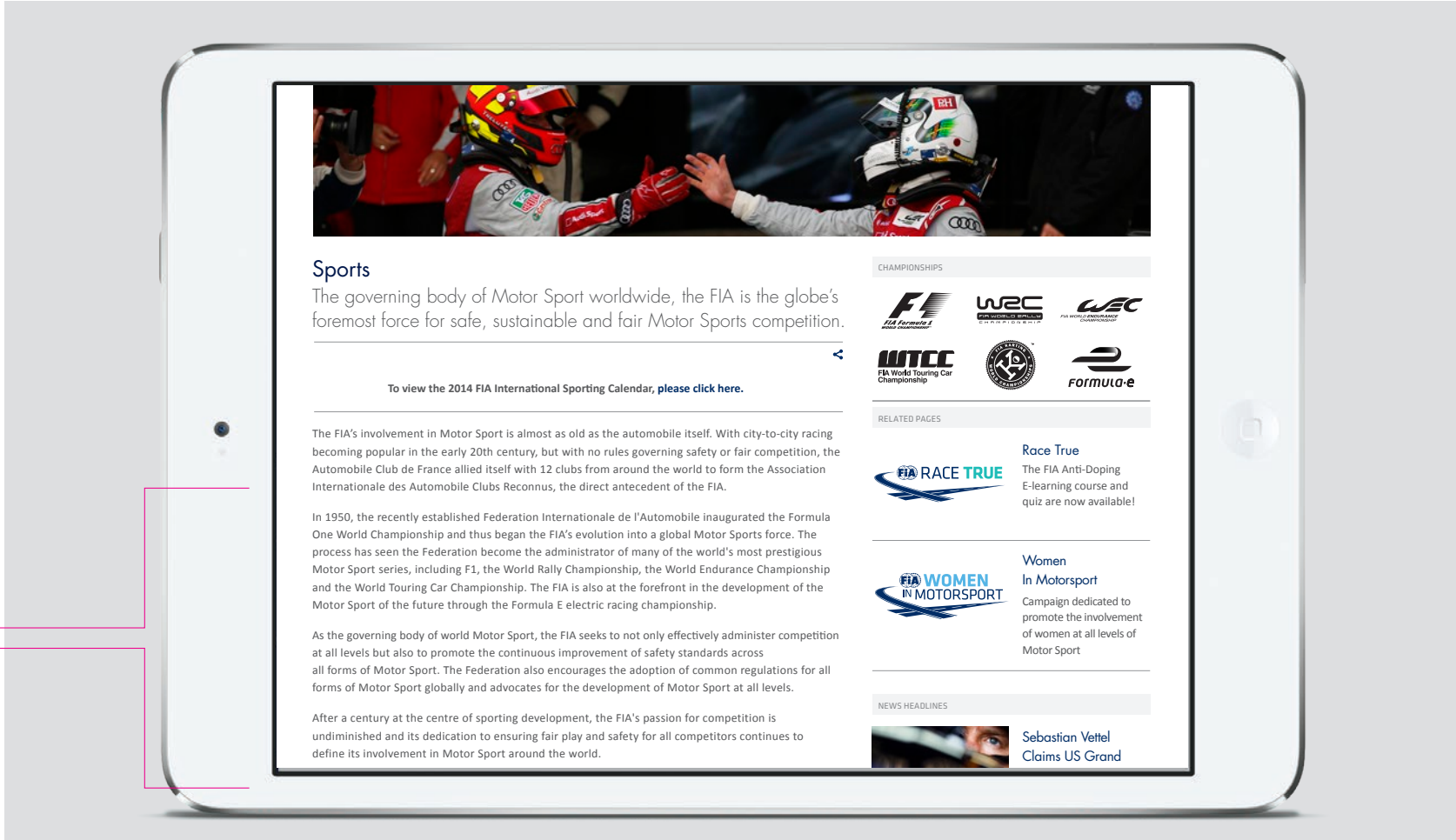
Klavika Bold
& Klavika Light

I WANT TO BE SAFE
I PROMISE TO:
BELT UP
all passengers are my responsibility
RESPECT THE HIGHWAY CODE
rules are there to protect us all
OBEY THE SPEED LIMIT
my car is made of metal, pedestrians and children are not
DRIVE SOBER
when I am drunk or on drugs, I am a danger on the road
PROTECT MY CHILDREN
keep them safe in car seats
PAY ATTENTION
calling and texting make me dangerous
STOP WHEN I'M TIRED
getting there late is better than not at all
WEAR A HELMET
motorbikes and bicycles don't protect my head

In cases where the previous fonts are not available, such as in shared electronic media, use Calibri as the default typeface.

I am Calibri. I am the FIA Electronic font for shared applications. I should be used for digital files such as emails and powerpoint presentations, as I can be used across all programs and formats.

Calibri Regular


Sports
The governing body of Motor Sport worldwide, the FIA is the globe's foremost force for safe, sustainable and fair Motor Sports competition.
To view the 2014 FIA International Sporting Calendar, please click here.
The FIA's involvement in Motor Sport is almost as old as the automobile itself. With city-to-city racing becoming popular in the early 20th century, but with no rules governing safety or fair competition, the Automobile Club de France allied itself with 12 clubs from around the world to form the Association Internationale des Automobile Clubs Reconnus, the direct antecedent of the FIA.
In 1950, the recently established Federation Internationale de l'Automobile inaugurated the Formula One World Championship and thus began the FIA's evolution into a global Motor Sports force. The process has seen the Federation become the administrator of many of the world's most prestigious Motor Sport series, including F1, the World Rally Championship, the World Endurance Championship and the World Touring Car Championship. The FIA is also at the forefront in the development of the Motor Sport of the future through the Formula E electric racing championship.
As the governing body of world Motor Sport, the FIA seeks to not only effectively administer competition at all levels but also to promote the continuous improvement of safety standards across all forms of Motor Sport. The Federation also encourages the adoption of common regulations for all forms of Motor Sport globally and advocates for the development of Motor Sport at all levels.
After a century at the centre of sporting development, the FIA's passion for competition is undiminished and its dedication to ensuring fair play and safety for all competitors continues to define its involvement in Motor Sport around the world.
CHAMPIONSHIPS
FIA World Touring Car Championship
formula·e
RELATED PAGES
RACE TRUE
Race True
The FIA Anti-Doping E-learning course and quiz are now available!
WOMEN IN MOTORSPORT
Women In Motorsport
Campaign dedicated to promote the involvement of women at all levels of Motor Sport
NEWS HEADLINES
Sebastian Vettel Claims US Grand

#5 Photography

Photography is a key element of the FIA visual language and imagery falls into 5 types.

The FIA has five main areas where photographs will be used to enhance the brand image. The selection criteria for images must always be carefully considered to ensure the image is appropriate for the use. Images should be bold, dynamic, showing movement and interaction and emotion between people.

The first area is Corporate. Corporate images should be selected according to the following guidelines:

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.

Corporate Imagery

The FIA Flag is an iconic and highly visible part of the FIA brand, and images of the flag from a studio photoshoot can be used on collateral to create an interesting visual backdrop to designs that looks 'exclusively FIA'.

The FIA Logo is the most recognisable visual image of the FIA, and therefore photographs of the logo in situ should be used to strengthen the FIA brand.

The FIA officials are the public face of the FIA and photos of them should reinforce the FIA's responsibility as the governing body of Motor Sport and motoring.

Photos of the FIA buildings should be used showing FIA branding in location, such as the FIA's new Logistics and Technical Centre in Valleiry.

The second area is Motor Sport. Motor Sport images should reflect the passion and excitement of the sport and should be selected according to the following guidelines:

Motor Sport Imagery

Images of Motor Sport drivers and personalities can be used, on and off the track, to promote the high profile Motor Sport industry.

Images of Motor Sport crowds and fans should be used to reflect the FIA's passion and emotion.

Images of racing cars in action should be used to convey the speed, drama and excitement of Motor Sport.

Photos of iconic race imagery such as the checkered flag can be used as emotive imagery to visually represent racing as a whole.

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.

The third area is Motoring. Motoring images should show the social side of the automotive industry and reflect the concept of motion.

Motoring Imagery

Images that show people using and interacting with transport can be used to show how the public interact with motoring.

It is important to reflect the social and public aspect of motoring, so images from the viewpoint of drivers or pedestrians can be used.

Images of moving traffic should be used to give a positive idea of motoring taking people towards where they need to go.

Photos of electric vehicles, and greener ways of using transport can be used to highlight the sustainable future of motoring.

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.

The fourth area is FIA Campaigns. FIA Campaigns need to utilise photos of supporters to help raise the profile of the campaign. Such photos should be of high quality in terms of composition and lighting to reflect the FIA's professional level.

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.

FIA Campaigns: FIA Action for Road Safety, FIA Action for Environment, FIA Race True & FIA Women In Motorsport

Images of The FIA President and other celebrities promoting FIA Campaigns should be used and should show the AfRS branding.

Photographs of supporter groups should be composed with consideration and show emotion and passion.

Photos of campaign branding in situ are a good way of showing FIA Campaigns in action.

Photographs of drivers and celebrities should be utilised for the FIA Campaigns.

The fifth area is FIA Events. FIA Events need strong photography to promote and publicise the FIA Events and related partners. Images from FIA Events should utilise the presence of celebrities and well-known attendees, and also carefully consider the visibility of FIA branding in the background of the shots to ensure all images have the correct context.

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.

FIA Events Imagery

Photographs of celebrities and award winners at FIA Events should always be photographed with FIA branding in the background.

Attendees should be shot with branding behind to give context to the photograph.

Large groups of people (eg Prize Giving attendees or FIA representatives) can be photographed from interesting angles to ensure that a large number of subjects are visible and also to give a more interesting background.

Photographs of event branding alone can also be used to reinforce the brand.

#6 Tone of Voice

It is not only the visual identity of the FIA brand which impacts the way the brand is perceived; how the FIA says things is also important.

The way the FIA communicates with words changes the brand just as much as its visual appearance. Therefore this set of guidelines should be followed to ensure the FIA tone of voice remains unique and consistent.

FIA Tone of Voice:

Authoritative
Text should reflect the FIA's position as the voice of clubs and their 60 million motorists around the world, as well as the arbiter of Motor Sport globally.

Confident
Text should show confidence in FIA services across Motor Sport and motoring.

Direct
Be clear and concise – keep text straightforward and matter-of-fact. Keep headlines short and to the point. Text should be simple and easy to understand.

Dynamic
Text should reflect the FIA's passion for Motor Sport, global involvement and history.

Modest
The FIA is the voice of motoring but is never arrogant. The Federation has been granted its status by its member clubs and copy should reflect the FIA's openness and accessibility.

Positive
Text should reflect the benefits of motoring, focus on positive outcomes for campaigns, and show the energy and dynamism of Motor Sport.

Professional
Text should reflect the professionalism with which the FIA undertakes its missions in Motor Sport and motoring and its competency across each pillar of the Federation.

Respectful
The FIA is respectful and treats every endeavour, culture, creed and gender equally.

Trustworthy
Text should demonstrate the FIA's honesty and dependability.

As well of our tone of voice, any written communication should always follow these FIA text rules to ensure consistency throughout all collateral from brochures, to emails, to press releases.

FIA Text Rules:

FIA Brand
The FIA shortened brand name must always be written with 'FIA' in capitals, and should never be split by a line break. The letters FIA should also be used in front of FIA Championships, and FIA Events etc. Federation Internationale de l'Automobile should be written without accents on the 'e'.

UK Spelling
UK spelling should always be the default rather than US spelling. Thus centre is good, center is not; colour is good, color is not. Also, where you think a word might end in 'ize', it should end in 'ise'.

Uppercase / Lowercase
Names of FIA Championships, government agencies, commissions, and FIA Events should always start with capital letters. When referring specifically to FIA departments Motor Sport and Mobility, or when written as part of titles, these also start with capitals. However in general copy these should always be lowercase, with Motor Sport as two words. Other words often used that should be in capitals include the Federation, Automobile Clubs, FIA Member Clubs and FIA Campaigns. Job titles are in lowercase, eg prime minister and drivers, with the exception of The FIA President.

Abbreviations
Do not use full stops or spaces between initials when abbreviating: US, mph, etc, No 10. Spell out less well known abbreviations on first mention, but abbreviate on second mention if desired eg 'He made his Formula One debut in 2009 and took his first F1 victory in 2012.' An exception is Formula E, which is never abbreviated to FE. FIA Campaigns have specific abbreviations as follows: Action for Road Safety (AfRS), Action for Environment (AfE), Women In Motorsport (WIM) and Race True (RT).

Phone Numbers / URL Addresses
In general body copy, URL addresses and phone numbers should be highlighted by using a medium or bold font. Also when a sentence ends with a phone number or URL address, do not finish the sentence with a full stop.

Headlines
Keep headlines simple and direct eg Vettel claims US Grand Prix victory.

Dates
Dates should be written out as follows: 1 January, 2014.

Bullet Points
Bullet points in copy should always be round.

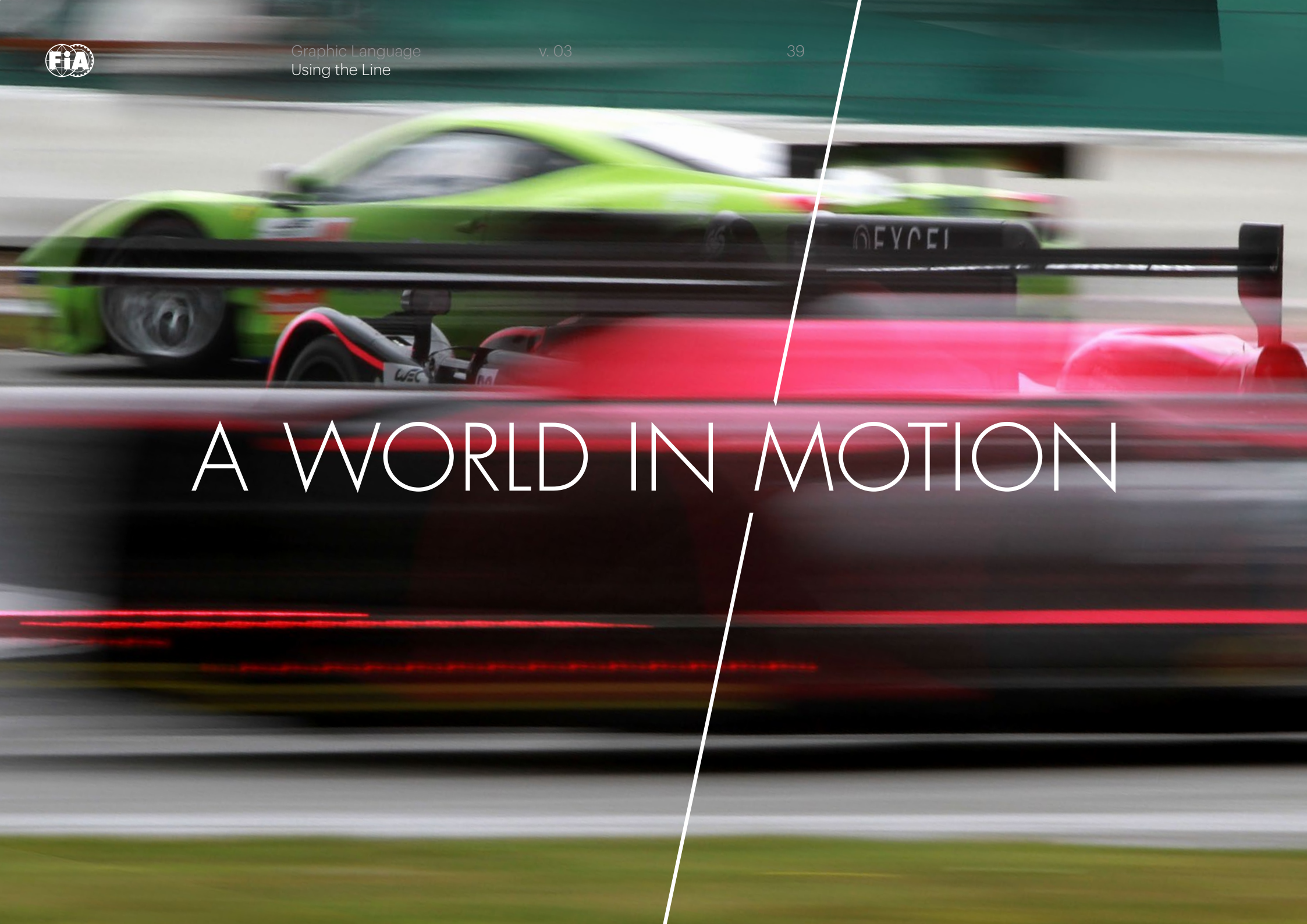
#7 Graphic Language

A number of elements, devices and layouts have been developed to create a consistent visual style across all FIA touchpoints.

The FIA's Line of Motion is inspired by the concept of dynamic motion from the brand's tagline.

It is an angled line which cuts through the tagline "A World in Motion". This line becomes the key device that can be employed across many graphic situations.

The Line of Motion should always revolve around the Futura Std 'M' of 'A World In Motion' and should be set at a 78° angle.


A WORLD IN MOTION

The FIA has two primary brand key visuals which can be used alongside the tagline ‘A World in Motion’.

The key visual is a studio photo of the FIA Flag blowing in the air. It reflects the professionalism, positivity and motion of the FIA. As well as the flag pictured here, there is also a blue logo on white flag image that can be used.

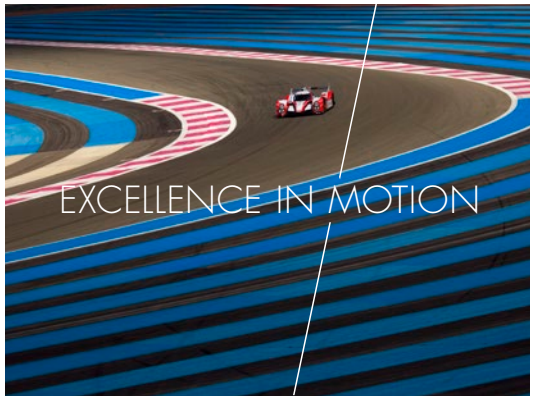
These images can be used on all primary collateral where a close connection to the FIA brand should be shown, such as an FIA brand report cover.

In addition to the main FIA key visual image there are 6 other selected images which illustrate each of the 6 FIA attributes.

These images can be used (accompanied by their relevant tagline) on various collateral to drive key messages through the organisation.

The 6 key visual images depict the following FIA attributes:

EXCELLENCE
IDEAS
ACTION
PASSION
SAFETY
HISTORY



N.B. Pictures are currently for example purposes only, while image selection is finalised. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.

The FIA Signature Plaque is a special device which controls the appearance and visibility of the FIA Logo, tagline and url in any situation. It offers a simple and recognisable graphic system that helps identify FIA collateral from other brands. The plaque also shares the dynamic angle of the Line of Motion.

The use of the FIA Signature Plaque is optional but highly recommended in order to promote the tagline and the FIA website.

It should be placed on the bottom right edge of campaigns and imagery to give a consistent visual style.

Main Plaque Logo

Plaque Logo Application

Plaque Minimum Size

Plaque Isolation Area

The Plaque should be right aligned to the crop of the page or image in most instances

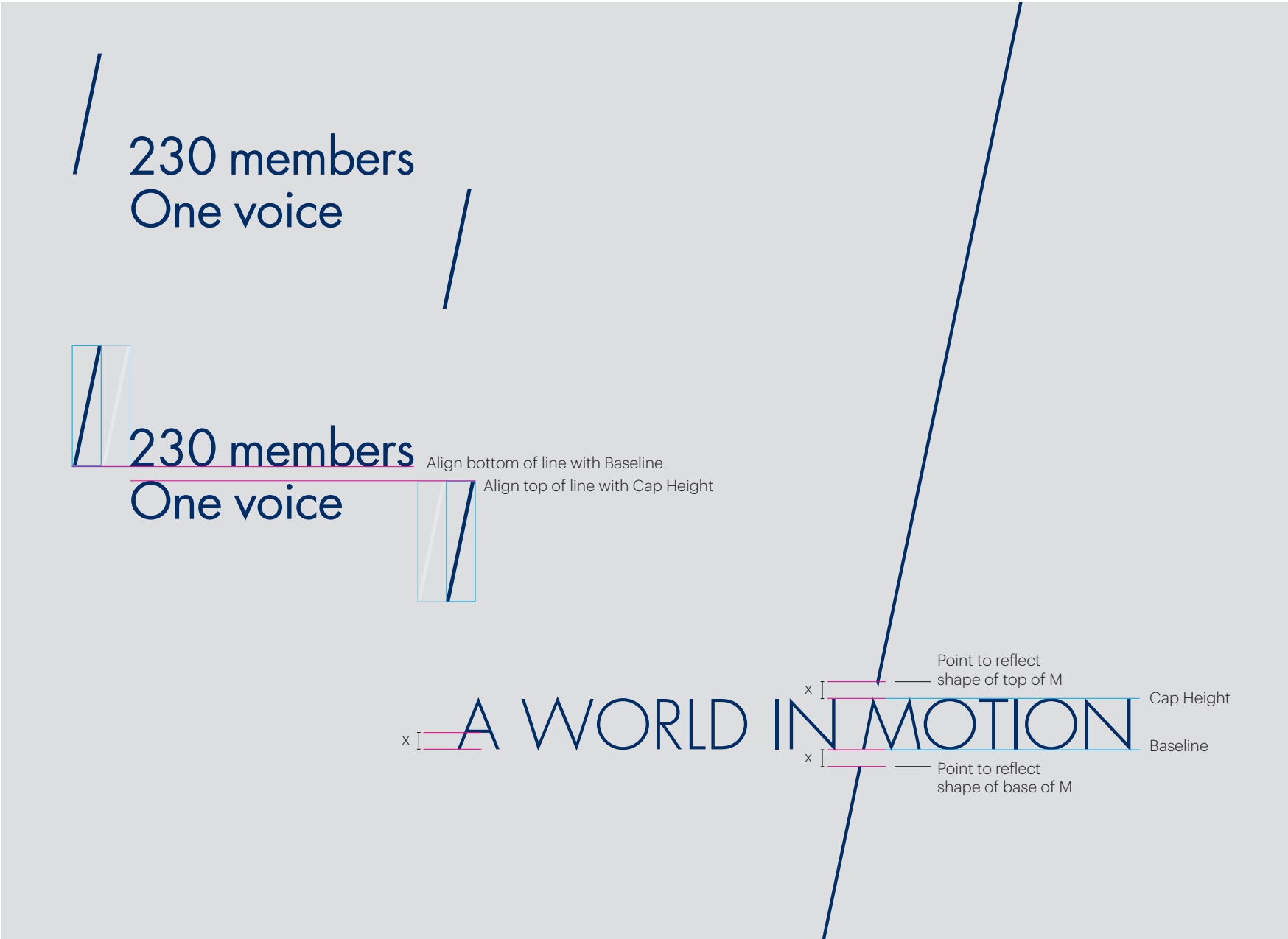
IDEAS IN MOTION

A WORLD
IN MOTION

FIA.COM

The Line of Motion can be used for various elements, including modern speech marks.

The positioning details of the tagline ‘A World in Motion’ with the line is also outlined here. The Line of Motion must always start along the angled edge of the ‘M’ letter.

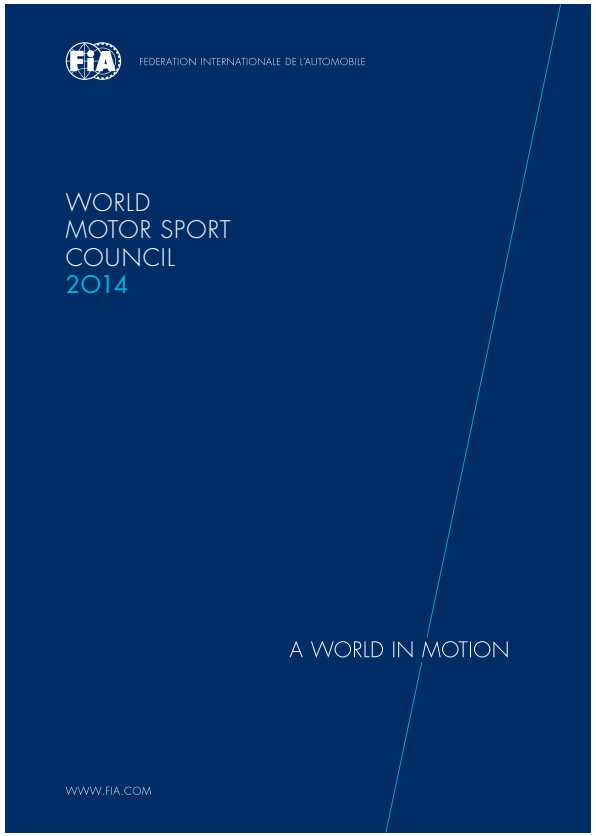


Report Covers

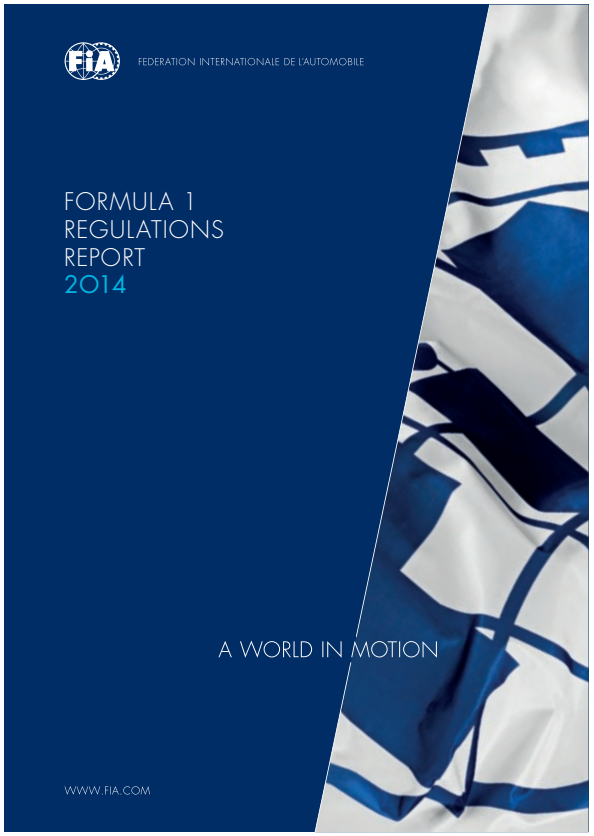
The Line of Motion should be used as base inspiration for any touchpoints. Here are example designs for two report covers.

The first uses the simple Line of Motion and the tagline with the two FIA brand colours, dark and bright blue.

The second design employs the FIA brand key visual of the FIA Flag.



Generic Folder Cover

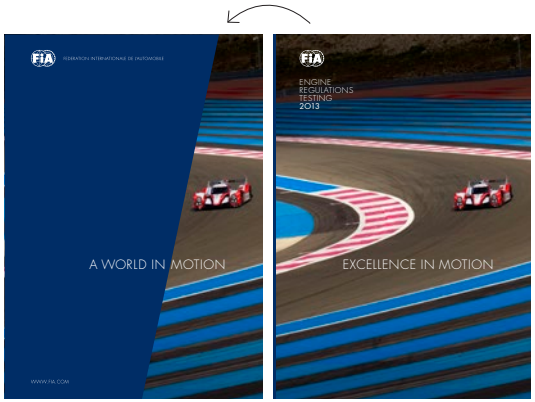


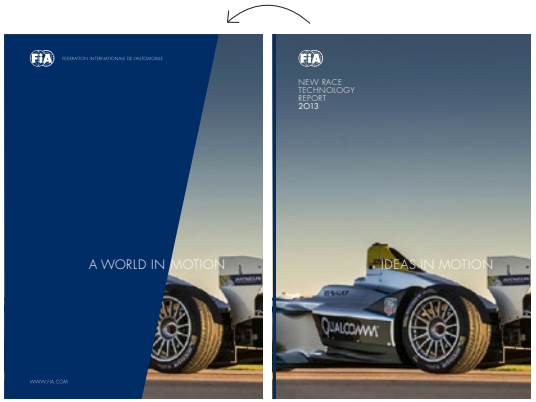
Key Visual Folder Cover

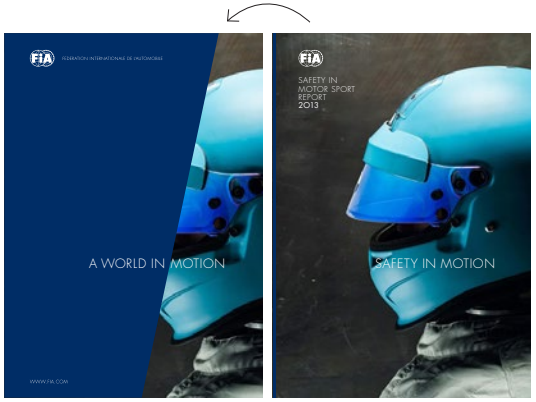
Folder Covers

This is the two-layer image folder cover. The Line of Motion is used as a blue paper cover which, when lifted, reveals the change of the tagline from ‘A World In Motion’ to ‘History In Motion’ or ‘Excellence In Motion’.

On the blue cover is the FIA Logo and name and the FIA url. The image layer features the FIA Logo and title of the document. This means the image part of the cover is printed individually each time a document is needed, with the most appropriate image for the theme.







A range of new FIA branded stationery features the Line of Motion and brand tagline "A World In Motion". The full range of FIA stationery can be requested from the FIA.

A WORLD IN MOTION
FEDERATION INTERNATIONALE DE L'AUTOMOBILE
JOHN DOE
Events Manager
E jdoe@fia.com
T +33 (0)1 43 12 61 86
M +33 (0)7 86 53 66 06
8 Place de la Concorde
75008, Paris, France
www.fia.com
FEDERATION INTERNATIONALE DE L'AUTOMOBILE
8 Place de la Concorde
75008, Paris, France
T +33 (0)1 43 12 44 55
F +33 (0)1 43 12 44 66
Visit us online
www.fia.com
WITH COMPLIMENTS
A WORLD IN MOTION
FEDERATION INTERNATIONALE DE L'AUTOMOBILE
8 Place de la Concorde
75008, Paris, France
T +33 (0)1 43 12 44 55
F +33 (0)1 43 12 44 66
Visit us online
www.fia.com
A WORLD IN MOTION

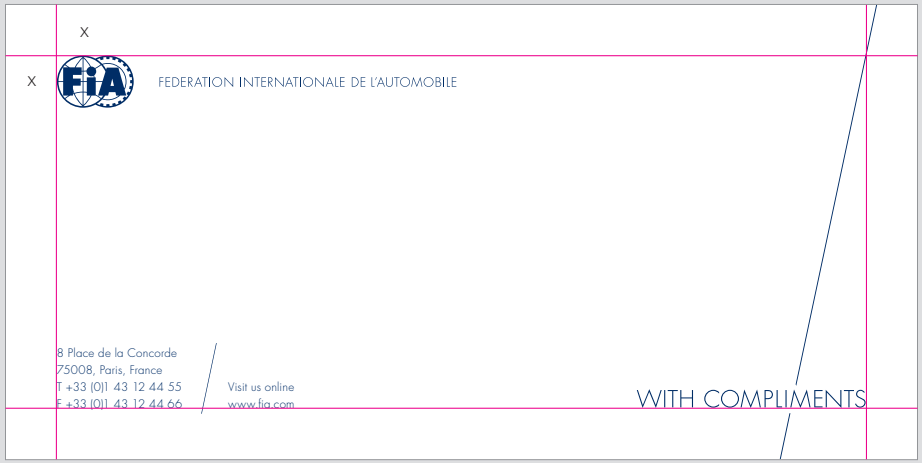
On the front of the FIA branded letterhead and compliment slips, the FIA Logo should always be positioned in the top left hand corner.

The minimum margin guides should be adhered to, in which the FIA Logo is positioned at least the width of 'x' away from the edge. In the letterhead, the logo is placed slightly further down from the top edge.

The addresses at the bottom left are always separated by the FIA brand angle of 78º, and positioned with equal margins of 'x' both sides.

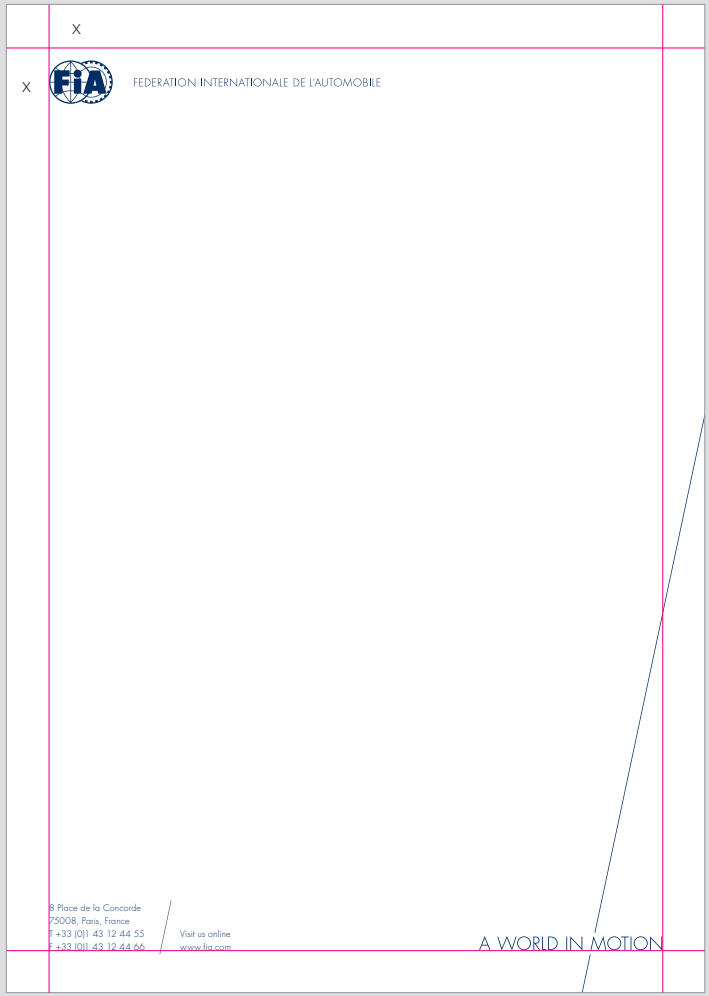
On the back of all stationery collateral, the FIA tagline 'A World in Motion' is to be used, which in the compliments slip can be right aligned with a margin of 'x', and on all other stationery, can be centred.

Front of FIA Compliments Slip



Back of FIA Compliments Slip

Front of FIA Letterhead

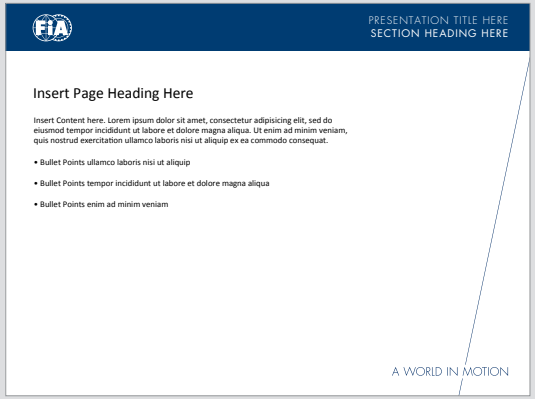


The FIA on-screen presentation template is built in PowerPoint and should be followed in order to ensure a consistent visual style across all of the FIA presentations and meetings.

The template uses the FIA primary font Futura. If the font Futura is not available, Calibri should replace it.

The FIA Presentation Template can be requested from the FIA.

Front Page


PRESENTATION TITLE HERE
SECTION HEADING HERE
Insert Page Heading Here
Insert Content here. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
• Bullet Points ullamco laboris nisi ut aliquip
• Bullet Points tempor incididunt ut labore et dolore magna aliqua
• Bullet Points enim ad minim veniam
A WORLD IN MOTION

Text Page

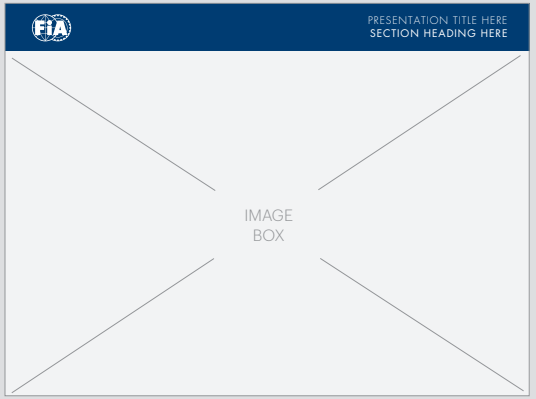
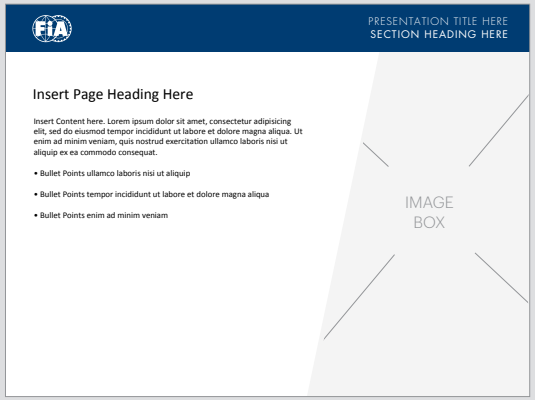
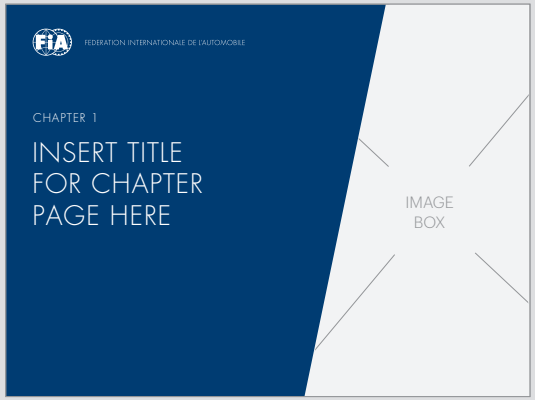


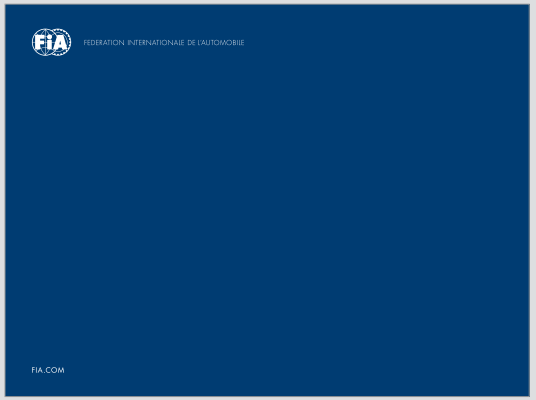
Image Page


PRESENTATION TITLE HERE
SECTION HEADING HERE
Insert Page Heading Here
Insert Content here. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
• Bullet Points ullamco laboris nisi ut aliquip
• Bullet Points tempor incididunt ut labore et dolore magna aliqua
• Bullet Points enim ad minim veniam
IMAGE
BOX

Text & Image Page



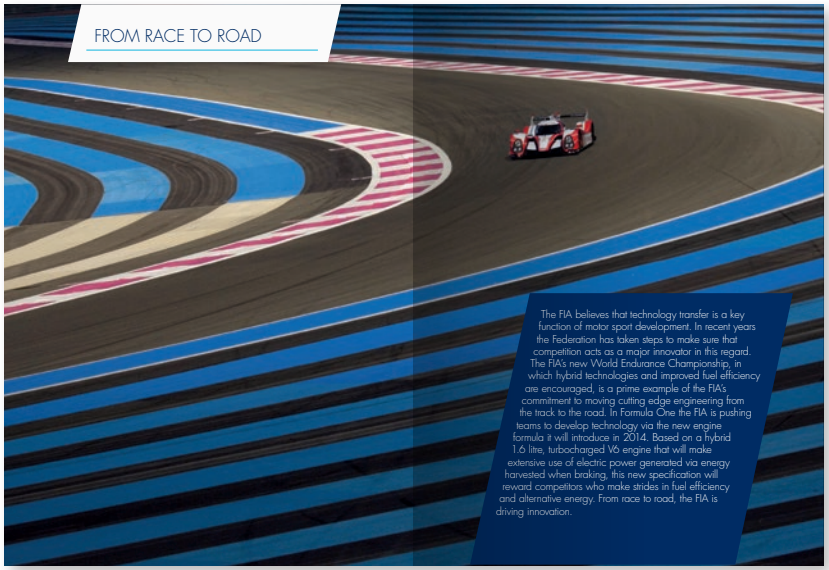
Chapter Heading Page



Back Page

A redesign of the FIA Brand Book is currently being explored to reflect the new 'A World In Motion' design. Included here are some sample pages as a work in progress.

DEDICATED TO PERFORMANCE
The FIA's involvement in motor sport is almost as old as the automobile itself. With city-to-city racing becoming popular in the early 20th century, but with no rules governing safety or fair competition, the Automobile Club de France allied itself with 12 clubs from around the world to form the Association Internationale des Automobile Clubs Reconnus, the direct antecedent of the FIA. In 1950, the Federation inaugurated the Formula One World Championship and thus began the FIA's evolution into a global motor sport force. From Formula One to the World Rally Championship and from endurance racing to Formula E, the FIA's passion for motor sport and its dedication to ensuring fair play and safety for all competitors are undiminished.


FROM RACE TO ROAD
The FIA believes that technology transfer is a key function of motor sport development. In recent years the Federation has taken steps to make sure that competition acts as a major innovator in this regard. The FIA's new World Endurance Championship, in which hybrid technologies and improved fuel efficiency are encouraged, is a prime example of the FIA's commitment to moving cutting edge engineering from the track to the road. In Formula One the FIA is pushing teams to develop technology via the new engine formula it will introduce in 2014. Based on a hybrid 1.6 litre, turbocharged V6 engine that will make extensive use of electric power generated via energy harvested when braking, this new specification will reward competitors who make strides in fuel efficiency and alternative energy. From race to road, the FIA is driving innovation.

SAVING LIVES BY TAKING ACTION
Each year 1.3 million people are killed on the world's roads – a figure similar to half the population of the urban centre of Paris. Another 50 million are injured, many seriously. Most of these are aged 15-29, the future of our countries. Not only do these accidents bring great suffering but they also place a huge burden on hospitals and health systems worldwide. In a bid to tackle this growing global crisis, the Federation has launched FIA Action for Road Safety. This campaign, in support of the UN's Decade of Action for Road Safety, aims to save five million lives by 2020 by assisting FIA Member Clubs across the globe in raising awareness on road safety issues, including pressing for better vehicles, better roads and improved road behaviour. Since its launch in May 2011, FIA Action for Road Safety has rapidly gained recognition from governments, the motor sport industry and FIA Member Organisations globally. The FIA believes it can make a difference and save lives.
ACTION FOR ROAD SAFETY

The FIA Flags are used to display the brand at FIA Championships, FIA Events and locations to achieve strong visual stand-out. There are two types of FIA Flag you can use:

Blue Flag:
The blue flag should be used at official FIA Championship events only.

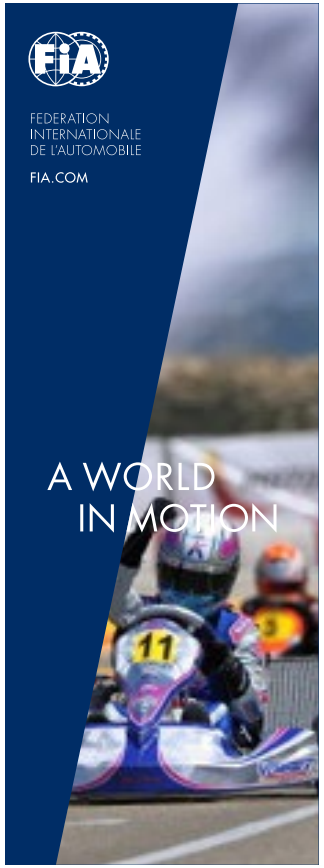
White Flag:
The white flag can be used at any kind of FIA Event.

The FIA brand pop-ups enable a more focused brand message to be communicated at various events and locations than the FIA Flag alone offers.

The primary pop-up uses the FIA key visual of the FIA Flag, which should be used as the main solution at FIA Events. Secondary to the main flag key visual, other FIA images can also be used with this layout to offer a variety of visual themes.

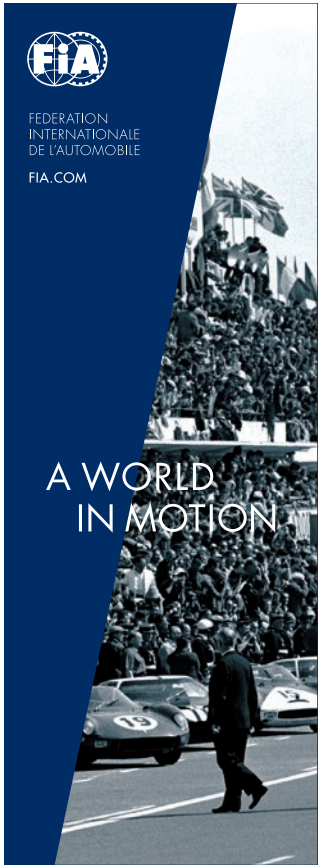
The design is consistent, using the Line of Motion to tie together the head-line and image.

Primary Pop-Up



Secondary Pop-Up V1.

Secondary Pop-Up V2.



Secondary Pop-Up V3.

#8 Sub-brand Logos

The FIA has a number of projects, applications and affiliated groups, which use the FIA brand identity. The following section outlines these areas of use, highlighting how the FIA brand should be applied professionally and confidently, reinforcing the core values of the FIA.

The FIA Division Logo consists of the FIA Master Logo with the full name of the FIA and the name of the division written in Futura Medium weight.

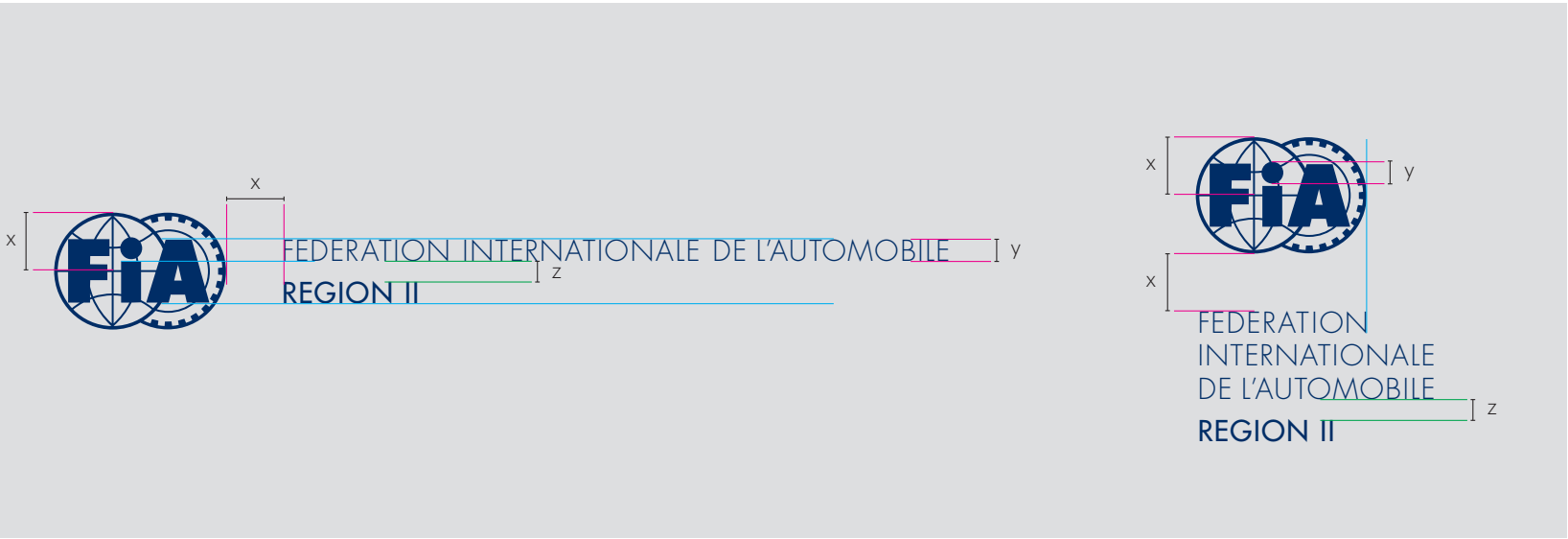
The logo can be in the stacked or horizontal version.

Horizontal FIA Division Logotype

FEDERATION INTERNATIONALE DE L'AUTOMOBILE
REGION II

Stacked FIA Division Logotype

FEDERATION
INTERNATIONALE
DE L'AUTOMOBILE
REGION II



The FIA has developed two logos; the Simple Logo and the Plaque Logo.

At the exclusion of any other use, FIA Member Clubs can use either of the FIA Membership logos in conjunction with their own logo to complement their branding and express their status as a Member of FIA. The FIA Logo cannot be integrated in the Member Club's own logo.

Logo 1
Simple Logo

Logo 2
Plaque Logo

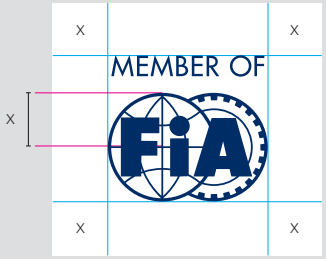
This is logo one, the Simple Logo. It can be used in conjunction with the club's own logo, and can be used on items like membership cards and on the FIA Member Club websites.

Positive Logo

Negative Logo

Usage on Member Cards

Isolation Area



Positive Use

AC O4/06 (P)
Signature
24 Hour Vehicle Breakdown Service
0800 123 123
Membership Changes and Enquiries
0870 1234 123
www.AutoClub.com
This card is not transferable and remains the property of The Auto Club. Eraesequis aciliquat. Dui ex eriure mincinissi. Edrem zzrit, susto od tat, con hent lummy nos non sequam velis nim iuscin heniametummy. It is not a cheque guarantee or credit card. Use of this card is subject to the conditions specified at issue and as amended periodically.
MEMBER OF

Negative Use

AC O4/06 (P)
Signature
24 Hour Vehicle Breakdown Service
0800 123 123
Membership Changes and Enquiries
0870 1234 123
www.AutoClub.com
This card is not transferable and remains the property of The Auto Club. Eraesequis aciliquat. Dui ex eriure mincinissi. Edrem zzrit, susto od tat, con hent lummy nos non sequam velis nim iuscin heniametummy. It is not a cheque guarantee or credit card. Use of this card is subject to the conditions specified at issue and as amended periodically.
MEMBER OF

This is logo two, the Plaque Logo, which integrates the club's and the FIA's identities into one logo plaque. This device gives clarity for the club and extra visibility of its brand.

Version 1

Version 2

Usage on Member Cards

Isolation Area

Version 1

Version 2

The FIA Sector Logotypes are secondary logos and could be used for things such as a commission, a programme, a grant, or an official document. It consists of the FIA Master Logo, the Line of Motion, and the name of the programme or commission written to the right of the logo.

The distance between the FIA Master Logo, the Line of Motion and the title is equal in width to the width of the 'i' from the FIA Logo (z). The text is equal in height to the top half of the globe from the logo (x).

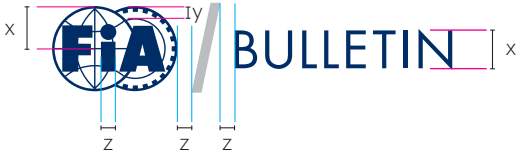
The font used for the text is the FIA primary font 'Futura' and is ranged left. When the title has more than one word, the most important describing word/s should be highlighted using Futura Book font. The second word should be in Futura Light. If a title only has one word (eg FIA University), that word should be written in Futura Book.

The FIA Logo and text must appear exactly as per the examples shown within this document.

FIA ASN Development Commission

FIA Grant Programme

FIA University



FIA Bulletin

The FIA is a leading campaigner on a wide range of motoring related issues including global road safety and environmental sustainability.

The logos for the FIA Campaigns are bold and modern to get attention. Each features a 'cross-roads' element to represent the FIA at the heart of both Motor Sport and motoring.

FIA Campaigns have their own logo guidelines that can be requested from the FIA, outlining how the logo and brand should be used. Final approval shall be obtained via submission to the FIA.

FIA AfRS

FIA AfE

FIA WIM

FIA RT

The FIA has a family of annual high-profile events. The logo identities for these events share a similar circular format, inspired by the coming together of people from around the world.

FIA Events have their own logo guidelines that can be requested from the FIA, outlining how the logo and brand should be used. Final approval shall be obtained via submission to the FIA.

FIA Prize Giving

FIA Sport Conference Week

FIA Annual General Assembly

FIA Historic Prize Giving

FIA Mobility Conference Week

FIA Sport Motorex

As a governing body of the world of Motor Sport, the FIA uses a number of championship logos destined for application in a sport-specific context.

These FIA Championship Logos are all designed independently but must include the letters FIA in capitals in any font. They should not feature the FIA Logo.

The right to use the FIA Championship Logos has generally been licensed to the FIA designated commercial rights holder at issue.

FIA F1

FIA WRC

FIA WEC

FIA WTCC

FIA CIK

FIA RX

FIA ERC

FIA Formula E

FIA F3

FIA Hill Climb Masters

At FIA Championships, the FIA Master Logo should be used alongside the FIA Championship Logo in the Composite Logo form. Presented here are the optimum arrangements for specific FIA Championships.

The FIA must approve all FIA Composite Logo final designs. Complete guidelines for the use of the FIA Logo in Championships are available.

FIA F1

FIA WRC

FIA WEC

FIA WTCC

FIA CIK

FIA RX

FIA ERC

FIA Formula E

FIA F3

FIA Hill Climb Masters

The FIA is also the administrator of many other championships around the world.

These championships are all given a unified look with a stylised version of the FIA logo, and set with Futura text bound in a rectangular form.

FIA MASTERS HISTORIC FORMULA ONE CHAMPIONSHIP
FIA NACAM RALLY CHAMPIONSHIP
FIA INTERNATIONAL HILL CLIMB CUP
FIA EUROPEAN AUTOCROSS CHAMPIONSHIP
FIA EUROPEAN TOURING CAR CUP
FIA ALTERNATIVE ENERGIES CUP
FIA EUROPEAN HILL CLIMB CHAMPIONSHIP
FIA INTERNATIONAL HILL CLIMB CHALLENGE
FIA CODASUR SOUTH AMERICAN RALLY CHAMPIONSHIP
FIA EUROPEAN HISTORIC SPORTING RALLY CHAMPIONSHIP
FIA HISTORIC REGULARITY RALLIES
FIA EUROPEAN RALLY CUPS
FIA MIDDLE-EAST RALLY CHAMPIONSHIP
FIA AFRICAN RALLY CHAMPIONSHIP
FIA HISTORIC HILL CLIMB CHAMPIONSHIP
FIA LURANI TROPHY FOR FORMULA JUNIOR CARS
FIA ASIA-PACIFIC RALLY CHAMPIONSHIP
FIA MASTERS HISTORIC SPORTS CAR CHAMPIONSHIP
FIA EUROPEAN TRUCK RACING CHAMPIONSHIP
FIA CROSS COUNTRY RALLY WORLD CUP
FIA EUROPEAN DRAG RACING CHAMPIONSHIP
FIA CIK KARTING WORLD CHAMPIONSHIP

FIA Formula 2, 3 and 4 are young driver series which aim to develop the winning drivers of the future.

The FIA F2, F3 and F4 Logos create a series that reflect the stages drivers travel through on their way to the top. The logos have a dynamic 3D-effect logotype that reflects the young, modern feel of these championships.

For FIA Formula 3 and 4, there are also a number of logos available that relate to specific championships, as shown by some of the examples here.

The FIA Formula 2, 3 and 4 Championships have their own logo guidelines that can be requested from the FIA, outlining how the logo and brand should be used. Final approval shall be obtained via submission to the FIA.

FIA F2

FIA F3

FIA F4

FIA F3 European Championship

FIA F4 Australian Championship

FIA F4 Italian Championship

The FIA World Championship Laurels are intended for the sole and exclusive use of winners of the FIA World Championships. The logo may be used in advertising of the constructor or manufacturer, on team clothing and liveries and on the drivers' overalls for the duration of his/their reign.

The FIA World Championship Laurels must only be used in applications directly related to those parties and remain the property of the FIA at all times.

The elements of the logo: the international laurel leaves, the title and the name of the winning constructor, manufacturer or driver must remain constant in size and position.

The FIA World Championship Laurels have their own logo guidelines that will be released soon from the FIA. It will outline how the laurels should be used.

The World Championship Laurels

Examples for Other Champion Drivers and Teams

The International Series Sanctioned by the FIA Logo is intended for organisers who wish to communicate their association with the FIA. It may be used for an International Series listed on the International Sporting Calendar in accordance with Article 17 of the International Sporting Code. It must not be used in a manner which could create the impression that the event is placed under the sporting supervision of the FIA or which could imply a commercial association with the FIA.

The International Series Sanctioned by the FIA Logo must always be used together with the event title, and should not be given greater emphasis than the event title. It must never appear alone.

The logo includes the current year of issue as well as a flash of colour that changes each year to clearly differentiate each season.

The International Series Sanctioned by the FIA Logo has its own logo guidelines that can be requested from the FIA, outlining how the logo and brand should be used.

Positive Logos

Negative Logos

The FIA Official Partnership Logos enable partner brands to be presented alongside the FIA brand in a consistent and easy-to-use plaque element.

There are three main tiers of partnership level: 1 Gold, 2 Silver and 3 Blue. The different colours distinguish the level of support the partner provides.

The FIA Official Partnership Logos will be supplied by the FIA as a bespoke logo package for each partner as they begin their partnership with the FIA.

Level 1 Partnership
Gold
Presenting Partner
Global Partner

Level 2 Partnership
Silver
Official Supporter

Level 3 Partnership
Blue
Official Supplier
Media Partner
Institutional Partner

The FIA Official Licensing Logos distinguish FIA Approved, FIA Recommended, FIA Compatible and FIA Official Licensed products or services. Only products of a high quality will be allowed to use the FIA Official Licensing Logos.

The use of such logos shall ONLY be permitted on authorised products with the full agreement of the FIA.

Positive Logos

FIA Approved

FIA Recommended

FIA Compatible

FIA Official

Isolation Area

Negative Logos

FIA Approved

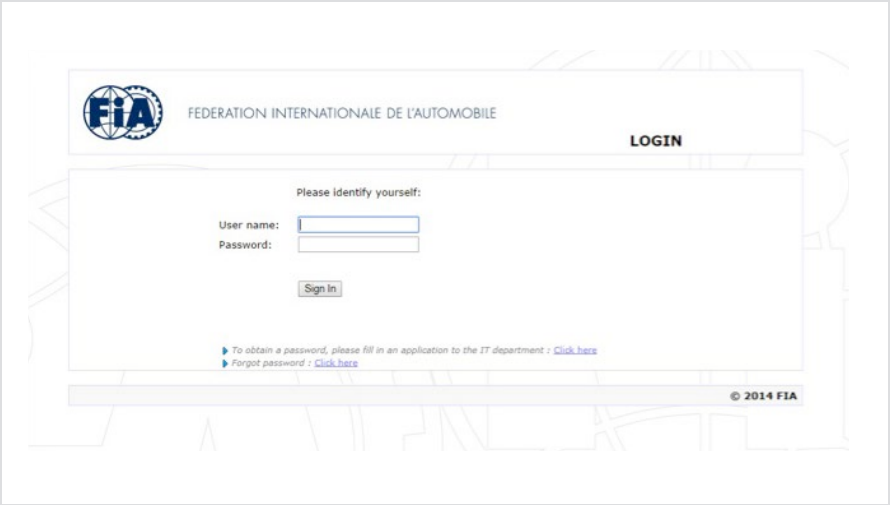
FIA Recommended

FIA Compatible

FIA Official

In order to submit an FIA asset for approval, please follow the necessary steps as shown on the following two pages:

URL :
http://private.fia.com/submissiontool


FEDERATION INTERNATIONALE DE L'AUTOMOBILE
LOGIN
Please identify yourself:
User name:
Password:
Sign In
To obtain a password, please fill in an application to the IT department : Click here
Forgot password : Click here
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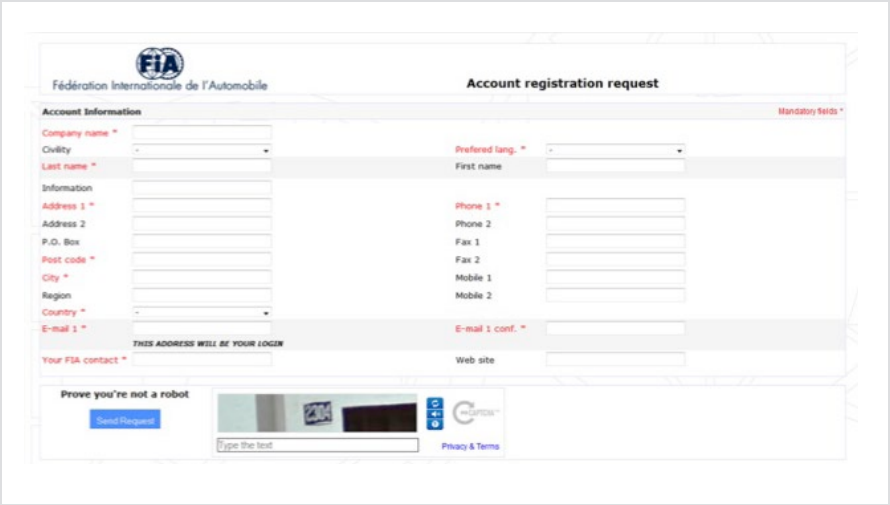
STEP 1:
LOGIN

Please login to
http://private.fia.com/submissiontool

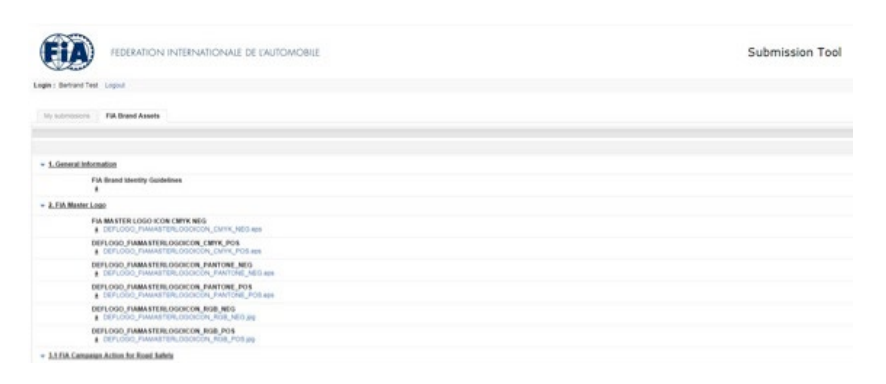
Identify yourself.



PASSWORD

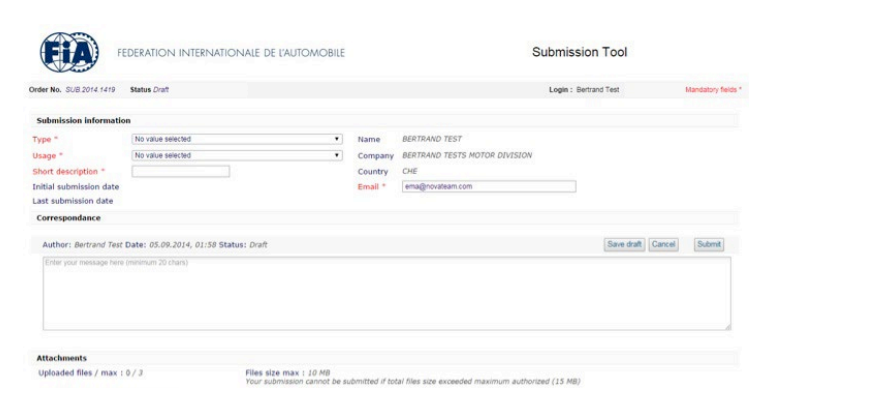
Should you require a password in order to use the submission tool, please follow the procedure as shown here. Once completed, an FIA staff member shall grant you the appropriate access level.

URL :
http://private.fia.com/
submissiontool



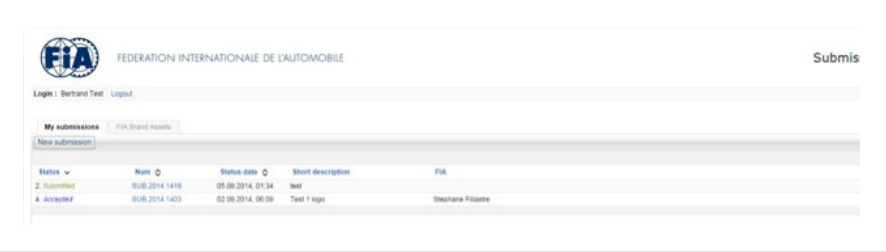
STEP 2:
‘FIA BRAND ASSETS’

The ‘FIA Brand Assets’ section enables you to download all relevant assets (logos, graphic elements, guidelines) in order to help you design the required documents.



STEP 3:
‘MY SUBMISSION’

The ‘My submission’ section enables you to create a submission which is automatically entered into the workflow of requests for approval by the FIA.



STEP 4:
FEEDBACK

You shall receive feedback with the appropriate comments for next steps via email confirmation. At any time, by login, you can check the status of your request(s).

For enquiries or questions about using the FIA brand elements and these guidelines, please contact the FIA Team.

FIA COMMUNICATION DEPARTMENT

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FIA MARKETING & EVENTS DEPARTMENT

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